

MASS COMMUNICATIONS COMMITTEE PROCEDURES MANUAL

PURPOSE OF THE COMMITTEE

According to the By-Laws, Article VII, Section 10, the Mass Communications Committee is responsible for the production and dissemination of information for and about CACRAO institutions and activities. The committee is established to promote and encourage serious consideration of post-secondary educational opportunities which are available at institutions of higher learning in the Carolinas. The committee is responsible for carrying out these duties by assembling publications listing college opportunities in each state and distributing press releases publicizing the Educational Opportunities Programs in each state. Additionally, the committee is to keep the lines of communication open between colleges/universities, high schools, counselors, students, parents, and to provide mutually beneficial endeavors.

RESPONSIBILITIES OF THE CHAIR

The Chair of the Mass Communications Committee is appointed by and reports to the CACRAO President. The Vice Chair is elected by the committee to take over the Chair position the following year. The Vice Chair will serve in the absence of the Chair. The previous Chair will roll over into a "wise-person" position on the committee, acting as consultant to the current chair. This will allow for continued experience throughout the committee. The Chair's responsibilities include:

- Seeing that all committee activities function properly;
- Corresponding with each committee member and conducting all committee meetings;
- Supervising 10 to 15 other committee members;
- Maintaining and securing accurate records;
- Developing and regulating the budget for the committee;
- Consulting with the CACRAO President and the Executive Committee regarding committee activities;
- Contacting prospective printers and obtaining bids for printing of magazines, posters and brochures;
- Printing and distributing the North and South Carolina Colleges and Universities Guidebooks;
- Supervising the acquisition of advertisers for the magazines and the distribution of the magazines;
- Submitting an annual report to the President;
- Submitting appropriate information to the Newsletter Editor;
- Attending the Annual Meeting.

SPECIFIC DUTIES AND TIMETABLES

1. Committee appointments must be made by **January 15**. The Executive Committee will provide a list of interested members and the name of the Ex-Officio member. While not addressed in the Constitution, it is recommended that the Chair should select five or more committee members, making calls to each to get a verbal commitment before confirming in writing/email.

When selecting the committee members, the Chair should, to the maximum extent possible, ensure the composition of the committee is representative of the diversity within the CACRAO membership in institutional type, geographic location, gender, and ethnicity. The Chair should solicit additional members, if necessary, to create the proper balance. Consideration should be given to unique experience related to the activities of the committee. Committee membership is a one year appointment.

If, at any time, a committee member is unable to fulfill assigned duties, the Chair may appoint another individual to that position.

2. An appointment letter/email should be sent to each committee member prior to **February 1**, with a copy to the President, Ex-Officio, and member's immediate supervisor.
3. A Committee Roster must be prepared, sent to the CACRAO President, the Ex-Officio, the Program Committee Chair, and the committee members prior to **February 15**. Name, title, institution, mailing address, telephone, email, and fax are required on the roster.

4. Call a Meeting for **February**. The committee members should receive a letter/email with the date, place, and time of the meeting, directions, and advance information about the issues to be discussed. Preference is given to online/phone conferencing. The letter/email should be copied to the President and Ex-Officio - who should also be invited. The Chair should either designate a committee secretary or arrange for selection by the committee, not later than the first committee meeting. The secretary should maintain minutes, retain a copy for a working notebook, send a copy to each committee member, the Newsletter Editor, the President, and Ex-Officio representative.

A. **Budget Preparation.**

CACRAO's fiscal year is January 1 - December 31.

A budget must be prepared in **January** for the upcoming fiscal year. The Chair should take into consideration both income and expenses when preparing the budget. Great care must be taken to anticipate long-range committee activities, as well as to study expenditures from years past that, due to billing processes, may have been counted toward different fiscal years.

A proposed budget must be prepared and sent to the Chair of the Budget and Auditing Committee, copy the President and Ex-Officio, by **March 1**. The budget will be reviewed by the Executive Committee and the Mass Communications Committee Chair. Following the Executive Committee meeting, the Mass Communications Committee Chair will be notified of the amount of money appropriated for the Mass Communications Committee.

The Chair is responsible not only for preparing but also for maintaining the committee's budget. This includes completing and submitting the appropriate forms to the CACRAO Treasurer for depositing funds, reimbursements, etc.

- B. The Chair must Prepare an outline of maintain accurate and up-to-date records. Reimbursement for committee related expenditures must be submitted on a CACRAO Expense Voucher. The original and second copy of the voucher is sent to the CACRAO President. The third copy should be retained by the Committee Chair. It is important that the voucher be submitted as soon as possible following the expenditure.
- C. Additional committee meetings should be scheduled, as needed. This committee needs to meet a minimum of three times per year. The first meeting is to define duties. The second meeting should take place in **April**. The third meeting should be held at the **Annual Meeting**.

5. The Chair will **attend the January Executive Committee meeting** and must submit a committee report, a budget proposal, and be prepared to report budget needs and committee plans. Provide a report of committee goals for the upcoming year and forward to the President and copy the Ex-Officio by **February 15**.

TIMETABLE

January	Select committee members. Schedule a committee meeting.
February	Complete and return the budget request form to the Chair of the Budget and Auditing Committee with a copy to the President and Ex-Officio. Attend the meeting of the Executive Committee.
July	Schedule another meeting of the committee.
August	Prepare an annual report for the Executive Committee and Newsletter.
October	Submit the annual report, procedures manual updates, and recommendations for a new chair to the President.
December	Give all materials regarding committee activities to the new chair.

Attend the Annual Meeting and present the committee's annual report.

6. **NEWSLETTER.** The Chair should submit articles on the committee's activities, as appropriate, for inclusion in the Newsletter. The Newsletter Editor will notify the Chair of deadlines for each edition.
7. Copies of all correspondence must go to the President and the Ex-Officio. In addition, send copies of correspondence to appropriate Executive Committee members or committee chairs that may be affected.
8. Preference is given to email. If you must mail, please utilize Bulk Mail for any mailing of over 200 pieces. You must allow 2 weeks for delivery of bulk mail. CACRAO stationery, envelopes, and CACRAO membership mailing labels may be requested from the CACRAO Secretary.
9. Prepare an annual report and submit to the President and Ex-Officio by **November 15**. At the same time, submit updates to this procedures manual and recommendations for a new chair (*this is a recommendation only and should not be assumed*)
10. Attend the Annual Meeting, including any Executive Committee meetings, at which your presence is requested. Hold a final committee meeting. Present an annual report to the membership at the business meeting.
11. Send thank you notes to committee members immediately after the Annual Meeting.
12. Send a final report to the Newsletter Editor, giving the activities of the committee for the year.
13. The outgoing Chair will give all minutes/working notebook, records, etc. to the new Chair (*formerly the Vice Chair*) by **January 1**. (*The new Chair will receive a procedures manual from the new President.*) The outgoing Chair will assume his/her position as 'wise person' on the committee primarily to respond to inquiries from the new chair.

***This manual was designed to be used as a guide. The Chair should use the Mass Communications Working Manual for samples, former correspondence, details, etc.

January 1, 2012